Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Previously Presented) In a computer system connectable to a computer network, a method comprising:

(a) maintaining, in a memory, data defining a greeting card and any modifications thereto;

(b) printing the greeting card in conjunction with any modifications thereto at a location where at least one item that has been ordered on line physically resides and with which the card is associated;

(c) printing readable data on the greeting card;

(d) generating from the readable data printed on the greeting card a shipping label identifying at least one item to be shipped in conjunction with the printed greeting card, the greeting card selected independent of the item; and

(e) combining the identified item with the personalized greeting card for shipment to a designated recipient.

2.   (Canceled)

3.   (Previously Presented) A computer program product for use with a computer system operatively coupled to a computer network comprises a tangible computer readable medium having program code embodied thereon, the program code comprising:

(a) program code for maintaining, in a memory, data defining a greeting card and any modifications thereto;

(b) program code for printing the greeting card in conjunction with any modifications thereto at a location where at least one item that has been ordered on line physically resides and with which the card is associated;

(c) program code for printing readable data on the greeting card; and

(d) program code for generating from the readable data printed on the greeting card a document comprising a packing list identifying at least one item to be shipped in conjunction with the printed greeting card, the greeting card selected independent of the item;

(e) program code for verifying combination of the identified item with the personalized greeting card prior to shipment to a designated recipient.

4. (Canceled)

5. (Previously Presented) The computer program product of claim 3 wherein the document further comprises a shipping label identifying a destination of the printed greeting card.

6 . (Currently amended) In a computer system connectable to a computer network, a method comprising:

(a) printing a personalized greeting card, having readable data printed thereon, at a location where at least one gift that has been ordered on line physically resides and with which the personalized greeting card is associated;

(b) reading the reference data from the greeting card;

(c) using the read data to access, in memory, data defining any of a greeting card destination address, and lot number identifying the gift with which the personalized greeting card will be shipped, the greeting card selected independent of the gift; and

(d) generating a label from the accessed data in memory; and

(e) combining the identified gift with the personalized greeting card prior to shipment to a designated recipient.

7.   (Original) The method of claim 6 wherein the label comprises a packing list identifying at least one item to be shipped in conjunction with the printed greeting card.

8.   (Original) The method of claim 6 wherein the label comprises a shipping label identifying a destination of the printed greeting card.

9.   (Previously Presented) The computer system of claim 6 wherein the reference data comprises a bar code identifying any of a destination address and lot number of a gift to be shipped with the greeting card.

10.   (Previously Presented) The method of claim 6 further comprising:

(e) maintaining, in memory, data representing any of a, lot number identifying a gift with which the personalized greeting card will be matched, and a destination shipping address.

11.   (Currently amended) A computer system connectable to a computer network comprising:

(a) a processor;

(b) a memory coupled to the processor for storing data defining a card and any modifications thereto;

(c) a printer coupled to the processor and memory for printing the card, at a location where at least one item that has been ordered physically resides and with which the card is associated, in conjunction with any modifications and readable reference data thereon, the card selected independent of the item; and

(d) program logic configured to read the reference data from the card and generate a label therefrom; and

(e) program logic for verifying combination of the at least one item with the modified card prior to shipment to a designated recipient.

12.   (Original) The computer system of claim 11 wherein the reference data is a direct source of information for generating a shipping label containing at least a destination address to which the card will be sent.

13.   (Original) The computer system of claim 11 wherein the reference data is usable to access a file containing the information for generating a shipping label containing at least a destination address to which the card will be sent.

14.   (Original) The computer system of claim 11 wherein the reference data is a source of information for generating an intermediate label used for matching at least one item to be shipped with the card.

15.   (Original) The computer system of claim 11 wherein the reference data is a source of information for generating any of a gift card, envelop and gift certificate to be shipped with the card.

16.   (Previously Presented) In a computer system connectable to a computer network, a method comprising:

     (a) maintaining in a memory data defining a greeting card and any modifications thereto;

     (b) printing, at a location where at least one product that has been ordered on line physically resides and with which the card is associated, the data defining the greeting card and any modifications on paper stock to make an n panel greeting card, where n is greater than two;

     (c) printing readable data on one of the n panels of the greeting card, the readable data comprising data identifying one of a product selected independent of the greeting card and with which the greeting card will be matched, and a destination shipping address; and

5

(d) combining the product with the personalized greeting card for shipment to a designated recipient.

17.   (Previously Presented) In a computer system connectable to a computer network, a method comprising:

(a) maintaining in a memory data identifying one of a plurality of document templates and any personalization modifications thereto;

(b) printing a personalized document comprising the document template in conjunction with any personalization modifications thereto at a location where at least one product that has been ordered on line physically resides and with which the card is associated;

(c) printing a data reference on the personalized document; and

(d) maintaining, in a memory, reference data representing one of data identifying a product selected independent of the greeting card and with which the personalized document will be matched, and a destination shipping address; and

(e) shipping the product combined with the personalized greeting card to a designated recipient.

18.   (Canceled)

19.   (Previously Presented) The method of claim 17 wherein the reference data comprises a bar code.

20.   (Previously Presented) The method of claim 17 further comprising:

(f) generating from the reference data printed on the document one of a destination shipping label, and envelop.

21.   (Previously Presented) The method of claim 17 wherein the reference data comprises a packing list of at least one product to be shipped with the document.

22.   (Original) The method of claim 17 wherein the plurality of document templates comprise any of greeting cards, promotional advertisements, and catalogs.